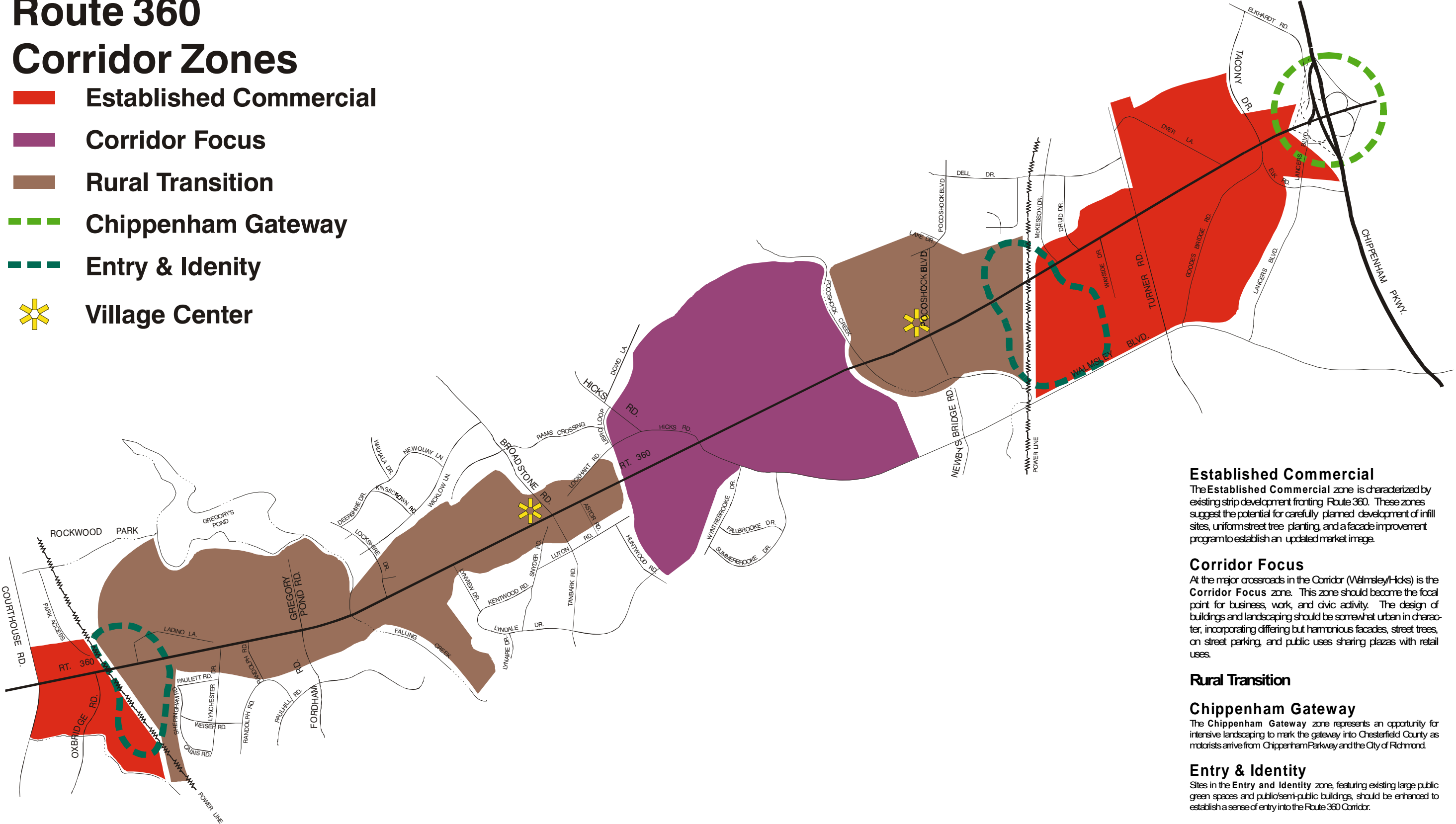


# Route 360 Corridor Zones

- Established Commercial
- Corridor Focus
- Rural Transition
- Chippenham Gateway
- Entry & Identity
- Village Center



**Established Commercial**  
The Established Commercial zone is characterized by existing strip development fronting Route 360. These zones suggest the potential for carefully planned development of infill sites, uniform street tree planting, and a facade improvement program to establish an updated market image.

**Corridor Focus**  
At the major crossroads in the Corridor (Walmsley/Hicks) is the Corridor Focus zone. This zone should become the focal point for business, work, and civic activity. The design of buildings and landscaping should be somewhat urban in character, incorporating differing but harmonious facades, street trees, on street parking, and public uses sharing plazas with retail uses.

**Rural Transition**

**Chippenham Gateway**  
The Chippenham Gateway zone represents an opportunity for intensive landscaping to mark the gateway into Chesterfield County as motorists arrive from Chippenham Parkway and the City of Richmond.

**Entry & Identity**  
Sites in the Entry and Identity zone, featuring existing large public green spaces and public/semi-public buildings, should be enhanced to establish a sense of entry into the Route 360 Corridor.